

Official Program

SIXTEENTH INSTITUTE FOR EDUCATION BY RADIO

FOUNDED 1930

Under the Auspices of
THE OHIO STATE UNIVERSITY
in Cooperation with
Columbus Radio Stations

Radio's Postwar Responsibilities

DESHLER-WALLICK HOTEL
AND THE NEIL HOUSE
COLUMBUS, OHIO
MAY 3-6, 1946

The Annual Meeting of the Institute is open to all interested persons upon payment of registration fee. You are cordially invited to attend.

The Institute for Education by Radio was established in 1930 at the Ohio State University. Its purpose is to provide an annual meeting for joint discussion by broadcasters, educators and civic leaders of the problems of educational broadcasting. The program is devoted chiefly to consideration of the techniques and program policies of radio broadcasting. The Institute passes no resolutions, and its officers are limited to an honorary director, W. W. Charters, founder of the Institute; a director, I. Keith Tyler, Director of Radio Education; and an executive secretary, Ardis Hillman Wheeler, both of the Ohio State University. The annual program is developed from the suggestions and recommendations of those attending the Institute in previous years. The committee on the 1946 program consists of the Institute officers with the addition of William H. Ewing, Program Supervisor, Station WOSU; Howard Donahoe, Program Director, Station WCOL; Irwin A. Johnson, Director of Developmental Programs, Station WBNS; and John Moses, Production Manager, Station WHKC—representing Columbus radio stations; and T. C. Holy, Director, Bureau of Educational Research; Herschel Nisonger, Chairman, University Radio Education Committee; and W. Hayes Yeager, Chairman, Department of Speech—representing the Ohio State University.

Two groups of Institute judges have given much time and effort in the final judging for the Tenth American Exhibition of Educational Radio Programs. One group, divided into twelve sub-committees, has been completely responsible for all national network programs, which were judged "live" in New York. James Macandrew, Coordinator of Programs, Station WNYE, New York City Board of Education, has acted as coordinator and Institute representative in New York for this evaluation procedure. Another group has met in Columbus just preceding the Institute to hear the programs from stations, regional networks and organizations, which were sifted by preliminary screening committees. This group consists of Charles F. Church, Director of Education, Station KMBC, Kansas City, Missouri; Mitchell Grayson, Free-Lance Producer, New York City; and Ruth Weir Miller, Philadelphia Public Schools. Grateful acknowledgment is made to all these outstanding persons for their gracious service to the advancement of radio education.

The Institute expresses its deep appreciation to:

The General Women's Committee of the Institute, which is responsible for general hospitality, and particularly for the arrangements at the Newcomers' Reception and the Annual Dinner. This committee consists of the following: Mrs. Frank J. Lausche, *honorary chairman*; Rhea McCarty, AWD Past Treasurer, *chairman*; Mrs. Howard L. Bevis, *vice-chairman*; Mrs. John W. Bricker; Mrs. Howard Stenzel, President, Columbus AAUW; and Mrs. Herman Hoster, President, Columbus Junior League.

The Women's Station-Relations Committee of the Institute, which is responsible for general liaison with Columbus radio stations, for all local arrangements on behalf of the Association of Women Directors, and for hospitality to the women representing other radio stations. The committee consists of the following: Fern Sharp, Station WBNS, *chairman*; Kay Keltner, Station WCOL; Rita Thomas, Station WHKC; and Miriam Foltz, Station WOSU.

Mr. Robert C. Higgy, Director of Station WOSU, for taking charge of technical equipment arrangements.

The staff members of the Department of Speech, Ohio State University, for assistance in general hospitality.

The staff of the *Ohio State Lantern* for assistance in press coverage at the time of the conference.

The students of the South High School Radio Workshop, Columbus, and students of Ohio State University for assistance in admissions, ushering, etc.

CONFERENCE NOTES

Registration Procedure. Two registration desks will be maintained at the conference, one in the lobby of the Neil House and one in the lobby of the Deshler-Wallick Hotel. Advance registrants, however, will obtain their tickets and badges at the Information Center in the lobby of the Deshler-Wallick Hotel.

The general registration fee is \$5.00, which includes a copy of the proceedings, *Education on the Air, 1946* (separately priced at \$3.50), and admission to all meetings. Single-session registration is \$.75, and general registration for students is \$1.00. These latter registrations admit persons to the meetings, but do not include a copy of the proceedings. General registrants will be admitted to all meetings by badge; single-session registrants must present tickets. Students in high schools and colleges will be required to present fee cards or other evidence of school membership when requesting student registrations.

The Institute for Education by Radio is a cooperative conference maintained through the interest and support of its members. The Ohio State University grants a small allotment to cover a portion of the expense, but the bulk of the cost for this annual meeting and for the printing of the proceedings is supplied by conference registration fees. The Institute pays neither honoraria nor expenses for its speakers, and it is the custom, in furtherance of the cooperative character of the meeting, for speakers and chairmen to pay registration fees on the same basis as other participants.

Annual Institute Dinner. Tickets for the dinner, Sunday evening, May 5, if not purchased in advance, may be obtained at the registration desk; the price is \$3.50. All reservations for the dinner *must be* made by Sunday noon, May 5. Dress will be informal.

Official Conference Proceedings. Each year the proceedings of the Institute are published under the title, *Education on the Air*. The yearbooks may be purchased at \$3.50 a copy from Ohio State University, except the 1935 yearbook which is available from the University of Chicago Press. There was no conference in 1945, because of wartime travel conditions, so no yearbook was published for that year. Issues for 1930, 1940 and 1941 are out of print. A reduced price for back copies is made when they are purchased in sets. A set of the proceedings of past years is on display at the conference registration desk.

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All meetings are scheduled on Eastern Standard Time.

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Open discussion on matters of radio education is one of the chief functions of the Institute. Members are urged to take part freely in discussion.

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The exchange of materials among the members of the Institute has proved helpful in the past. Tables will be provided in the Deshler lobby where this material may be placed. Members are encouraged to bring such materials for distribution.

Program

Registration

9:00 A. M.-8:30 P. M., Daily, Main Lobbies, Deshler and Neil House
Everyone is requested to register promptly upon arrival

Official Convention Rooms

Headquarters: Rooms 221-4 (near the Ballroom), Deshler; and South Mezzanine, Neil House. Open daily, 9:00 A. M.-9:00 P. M.

Press: Rooms 227-8, Deshler. Representatives of newspapers, press services and magazines covering the Institute are requested to report to the Press Rooms for registration. ZENITH GROSS and WILLIAM ROUNDS, Institute Press Representatives, *In Charge*.

Audition Rooms: Rooms 229-30, Deshler. Open daily, 9:00 A. M.-11:00 P. M. Selected recordings entered in the Tenth American Exhibition of Educational Radio Programs will be available for auditing. Other entries may be heard by special arrangement.

FRIDAY AFTERNOON

Friday, May 3

PRE-CONFERENCE MEETINGS

Improving International Understanding Through Youth Discussion

2:00-3:45 p. m., Ballroom, Deshler

Presiding, ALLEN Y. KING, President, Junior Town Meeting League

What Does Youth Think of World Government?—A Demonstration of an International Junior Town Meeting

This is a culmination of a series of six two-way transatlantic broadcasts of discussions by high school youth in the United States and Great Britain. The series was arranged by the Junior Town Meeting League and the British Broadcasting Corporation in cooperation with the public school systems of Toledo, Cleveland, Des Moines, Rochester and Baltimore; and radio stations WTOL, WGAR, KRNT, WHEC, and WBAL. An interesting part of the demonstration will be the two-way transatlantic cue-channel conversation preceding the actual broadcast. The broadcast will take place from 2:30 to 3:00, EST, and may be heard locally over Station WOSU.

Participants

SALLY MINET, Abbey School, Malvern Wells, Worcestershire, England

HAROLD STEELE, Mill Hill School, London, England

GEORGE VOGEL, James Ford Rhodes High School, Cleveland, Ohio

EDWARD VOSS, Woodward High School, Toledo, Ohio

C. W. PETTEGREW, National Moderator, Junior Town Meeting League, *Moderator in Columbus*

ROONEY PELLETIER, British Broadcasting Corporation, *Moderator in London*

Critique of the Demonstration

I. KEITH TYLER, Trustee, Junior Town Meeting League, *Chairman*

WILLIAM J. ADAMS, Program Director, Station WHEC, Rochester, New York

FRIDAY AFTERNOON

WILLIAM BEARUP, Overseas Representative in London, Australian Broadcasting Commission

GEORGE CREMEENS, Director of Public Service and Special Events, Station KRNT, Des Moines

STEPHEN FRY, Manager of Program Operations, British Broadcasting Corporation, New York

W. KENNETH FULKERSON, Producer, Rochester Junior Town Meeting of the Air

GEORGE HAMMERSMITH, Teacher of the Social Studies, Macomber Vocational High School, Toledo

R. S. LAMBERT, Supervisor of Educational Broadcasts, Canadian Broadcasting Corporation

WATT LONG, Assistant Superintendent of Schools, Portland, Oregon

J. CAREY TAYLOR, Assistant Superintendent of Schools, Baltimore

Discussion from the Floor

Informal Reception for Newcomers

4:00-6:00 p. m., Hall of Mirrors, Deshler

I. KEITH TYLER, Director, and ARDIS HILLMAN WHEELER, Executive Secretary, Institute for Education by Radio, *Hosts*, with Columbus radio stations cooperating

This informal gathering is held for those who are attending the Institute for the first time. A number of those who are old members of the Institute will be present to help the newcomer get acquainted and to explain the general procedures of the Institute. Hospitality arrangements include hostesses, assistant hostesses, and pourers, in addition to the "Old Timers."

Music furnished by Columbus Radio Stations

FRIDAY EVENING

GENERAL SESSION

Has Radio Reconverted?

8:00 p. m., Ballroom, Deshler

Presiding, EDGAR KOBAC, President, Mutual Broadcasting System

Has Radio Reconverted? Is Broadcasting Assuming Its Postwar Obligations?—
A Symposium

Each participant will have eight minutes for an opening statement in the symposium. This will be followed by a free-for-all panel discussion among the participants.

CLIFFORD J. DURR, Commissioner, Federal Communications Commission

H. B. McCARTY, Director, Station WHA, University of Wisconsin

JUSTIN MILLER, President, National Association of Broadcasters

NATHAN STRAUS, President, Station WMCA, New York City

DAVIDSON TAYLOR, Vice-President and Director of Programs, Columbia Broadcasting System

Discussion among the Speakers

Discussion from the Floor

FRIDAY EVENING

Meeting for Chairmen

10:30 p. m., Room 223, Deshler

I. KEITH TYLER, Director, Institute for Education by Radio, *Chairman*

A meeting for chairmen of work-study groups, section meetings and round tables for the purpose of acquainting these group leaders with procedures for carrying on their meetings.

SATURDAY MORNING

Saturday, May 4

GENERAL SESSION

Radio and the International Scene

9:30 a. m., Ballroom, Deshler

Presiding, STERLING FISHER, Assistant Public Service Counselor and Director of the United Nations Project, National Broadcasting Company

Radio in Postwar Europe. ARNO HUTH, Author, *Radio Heute und Morgen*, etc., Geneva, Switzerland

The Challenge to Radio of Postwar China. P. H. FREDERICK CHAO, Professor of Education, National College of Rural Reconstruction, Chungking; and Representative, Chinese National Association of Adult Education

Radio's Role in Australia. WILLIAM BEARUP, Overseas Representative in London, Australian Broadcasting Commission

Radio Policies in the U-N. BENJAMIN COHEN (Chile), Assistant Secretary-General In Charge of Information, United Nations

Plans for International Broadcasting. FRANCIS RUSSELL, Director, Office of Public Affairs, United States Department of State; and WILLIAM T. STONE, Director, Office of International Information, United States Department of State

Discussion

Judges' Report on the Tenth American Exhibition of Educational Radio Programs

SATURDAY NOON

OPEN LUNCHEON

(Guests Welcomed)

The Association for Education by Radio

12:00 noon, Grand Ballroom, Neil House
(Reservations Close Friday, May 3, 8:30 P. M.)

Presiding, LUKE L. ROBERTS, First Vice-President

Introduction of Retiring Officers

Introduction of Incoming Officers

Origination of *The Northwestern University Reviewing Stand*

Subject: The Role of the School in Society

This weekly feature arranged by Northwestern University and heard over the Mutual Broadcasting System will originate from the luncheon. It will be recorded in Chicago for distribution over the network at the regular time on Sunday. The actual discussion will be from 1:00 to 1:30 P. M., EST.

WORK-STUDY GROUPS, First Session

All Groups Meet at 2:00 p. m.

The work-study groups devote themselves intensively to problems in the general fields indicated. Each chairman has selected a panel of resource persons to give expert advice. The agenda for each group has been developed by the chairman through correspondence with members.

Agricultural Broadcasts

2:00 p. m., Junior Ballroom, Neil House

Chairman, JOHN C. BAKER, Chief of Radio Service, United States Department of Agriculture; *Secretary*, HERB PLAMBECK, President, National Association of Radio Farm Directors

Promoting the Farm Program

R. J. COLEMAN, Director, Station WKAR, Michigan State College
WALLACE L. KADDERLY, Farm Program Director, Station KGW, Portland
BILL MACDONALD, Farm Program Director, Station KFAB, Lincoln
SAM SCHNEIDER, Farm Director, Station KVOO, Tulsa

What Rural Listeners Want

ANGUS CAMPBELL, Bureau of Agricultural Economics, USDA
ANDY WOOLFRIES, Farm Program Director, Station WMT, Cedar Rapids, *Discussion Leader*

Sponsorship And/Or Public Service

BOB CHILD, Farm Program Director, Station WGY, Schenectady
PHIL EVANS, Farm Program Director, Station KMBC, Kansas City, Missouri
GEORGE ROUND, Extension Editor, University of Nebraska

Teaching by Radio

HELEN POWELL SMITH, Clothing Specialist, Cornell University
JIM MILES, Extension Editor, Station WBAA, Purdue University, *Discussion Leader*

Children's Programs

2:00 p. m., Parlors A, B, C, Deshler

Chairman, JOSETTE FRANK, Educational Associate for Children's Books and Radio, Child Study Association of America

Topic, Network Programs and Problems

Education and Entertainment. LYMAN BRYSON, Director of Education, Columbia Broadcasting System
Parents' Attitudes and Public Relations. GRACE JOHNSON, Director of Women's and Children's Programs, American Broadcasting Company
Watching Script: the Continuity Department's Job. DOROTHY KEMBLE, Manager of Continuity Department, Mutual Broadcasting System
Child Listeners and Adult Programs. DORIS CORWITZ, Assistant to Manager of Public Service, National Broadcasting Company
A Psychiatric View of Children's Listening Needs. DR. S. HARCOURT PEPPARD, Bureau of Child Guidance, Department of Education, New York City
Juvenile Listener Reactions. CLIFFORD SAMUELSON, General Mills, Inc.
Shaping Social Attitudes Through Radio. HENRIETTE K. HARRISON, Radio Director, National Council of the Young Men's Christian Associations

Summary

SATURDAY AFTERNOON

Radio Journalism

2:00 p. m., Garden Room, Neil House

Chairman, MITCHELL V. CHARNLEY, Professor of Journalism, University of Minnesota

Topic, Radio's Local News Service

The Place of Local News in Radio News Service. WILLIAM B. RAY, News Director, Central Division, National Broadcasting Company

Regional News Coverage. MEL NELSON, Managing Editor, Station WHO, Des Moines

Covering the Local Scene. SIEGFRIED MICKELSON, News Director, Station WCCO, Minneapolis

The Junior Town Meeting

(Program for Both Sessions)

Arranged by the Junior Town Meeting League

2:00 p. m., Parlor J, Deshler

Co-Chairmen, HUGH LAUGHLIN, Teacher of Social Studies, University School, Ohio State University; and WATT LONG, Assistant Superintendent of Schools, Portland, Oregon

Topics

New Discussion Techniques for Youth

Discussion at a Junior High Level

Shall Radio Junior Town Meetings Be Sponsored?

Does Discussion Contribute to Youth Assumption of Civic Responsibilities?

What Topics Are Too Hot To Handle?

Participants

WILLIAM J. ADAMS, Program Director, Station WHEC, Rochester, New York

DOROTHY BLACKWELL, Chairman, Division of Audio-Visual Education, St. Louis Public Schools

GERTRUDE BRODERICK, Secretary, Federal Radio Education Committee, United States Office of Education

GEORGE CREMEENS, Director of Public Service and Special Events, Station KRNT, Des Moines

EDWIN F. CRUTTENDEN, Chief of Secondary Education, Pennsylvania State Department of Public Instruction

JAMES E. CUMMINGS, National Catholic Welfare Conference

JOHN DICKMAN, Director of Public Service, Station WBAL, Baltimore

JOSEPHINE FRENCH, Director of Radio Education, Akron Public Schools

W. KENNETH FULKERSON, Producer, Rochester Junior Town Meeting of the Air

W. C. GALLEHER, Educational Director, Station KYW, Philadelphia

GEORGE GELLHORN, Greater St. Louis Radio Council

FREDERICK J. GILLIS, Assistant Superintendent of Schools, Boston

DOROTHY GORDON, Moderator of Youth Forums, *The New York Times*

WILLIAM H. HARTLEY, State Teachers College, Towson, Maryland

GORDON HAWKINS, Program and Educational Director, Westinghouse Radio Stations, Inc.

BEN HUDELSON, Station WOWO, Fort Wayne, Indiana

R. O. HUGHES, Moderator, Pittsburgh Junior Town Meeting of the Air

FRED JOYNER, Program Director, Station WWSW, Pittsburgh

HAROLD KENT, Director, Chicago Radio Council

DOROTHY KLOCK, Station WNYE, New York City Board of Education

HARRY LAMB, Director of Radio-Visual Education, Toledo

ALBERT A. OWENS, Director, Extension Activities, Philadelphia Public Schools

C. W. PETTEGREW, Executive Secretary, Junior Town Meeting League

GEORGE H. REAVIS, Assistant Superintendent of Schools, Cincinnati

SATURDAY AFTERNOON

WALTER N. RIDLEY, President, American Teachers Association
WALTER E. ROBINSON, Administrative Assistant, Public Schools, Highland Park, Michigan
FRANK SCHOOLEY, President, National Association of Educational Broadcasters
ARCH SHAWD, Vice-President and General Manager, Station WTOL, Toledo
GEORGE SLADE, Educational Director, Stations WBZ-WBZA, Boston
EDWARD STASHEFF, Station WNYE, New York City Board of Education
EARL W. WILEY, National Association of Teachers of Speech

Music Broadcasts

2:00 p. m., Red Room, Neil House

Chairman, ERNEST LAPRADE, Director of Music Research, National Broadcasting Company

Commercial Radio as a Musical Force. ABRAM CHASINS, Music Consultant, Station WQXR, New York

Music in the American School of the Air. CHARLES SIDNEY FREED, Producer-Director, Music Division, Columbia Broadcasting System

Music on a College-Owned Station. BURTON PAULU, Manager, Station KUOM, University of Minnesota

Broadcasting Music Education Programs Under Commercial Sponsorship. CECILE CREED, Field Assistant, Standard School Broadcast, San Francisco

Symphonic Music on the Air. IZLER SOLOMON, Conductor, Columbus Philharmonic Orchestra

Broadcasting by National Organizations

2:00 p. m., Parlor H, Deshler

Chairman, INEZ B. KIMBALL, National Radio Director, Girl Scouts

What Is the Responsibility of National Organizations and the Radio Industry in Educating Our Youth to Meet the Changing Trends of the World: i.e., Race Relations, Religious Differences, Moral Standards, Changes in Formal Education, etc.?

EDGAR KOBAK, President, Mutual Broadcasting System

EDWARD A. RICHARDS, Deputy National Director, American Junior Red Cross

Do Radio Executives Look Down Their Noses at National Organizations?

HENRIETTE K. HARRISON, National Radio Director, National Council of Young Men's Christian Associations

JENNINGS PIERCE, Director of Public Service and Station Relations, Western Division, National Broadcasting Company

Will Radio Measure Up to the Responsibility It Assumed in the Public Service During the War Years in Order to Justify Itself as Free Enterprise?

CLIFFORD J. DURR, Commissioner, Federal Communications Commission

MRS. GEORGE FIELDING ELIOT, Radio Chairman, Women's Action Committee for Victory and Lasting Peace

SATURDAY AFTERNOON

Radio Councils

2:00 p. m., Room 1540, Deshler

Chairman, ROBERT S. STEPHAN, Radio Editor, Cleveland Plain Dealer

Radio Councils—In the Public Interest

DWIGHT HERRICK, Manager of Public Service, National Broadcasting Company

DOROTHY LEWIS, Coordinator of Listener Activity, National Association of Broadcasters

What Are Radio Councils Doing? An Exchange of Ideas among Representatives of Councils throughout the Country

CLELLA DARBY, Director, Des Moines Radio Council

EDNA GELLHORN, St. Louis Radio Council

MRS. GEORGE V. GOODBOLD, Greater Cleveland Radio Council

LUELLA S. LAUDIN, Co-Chairman, General Federation of Women's Clubs, New York City

ALLEN MILLER, Director, Rocky Mountain Radio Council

Radio Research

(Saturday only)

2:00 p. m., Walnut Room, Neil House

Chairman, KENNETH H. BAKER, Director of Research, National Association of Broadcasters

Progress of the Broadcast Measurement Bureau. PHILIP FRANK, Executive Secretary, BMB

Some Aspects of the Problem of Audience Measurement. HANS ZEISEL, Central Research Department, McCann-Erickson, Inc.

Some Comments on Current Audience Rating Controversy. HUGH BEVILLE, Research Department, National Broadcasting Company

School Broadcasts

(Saturday only)

2:00 p. m., Room 1337, Deshler

Chairman, R. S. LAMBERT, Supervisor of Educational Broadcasts, Canadian Broadcasting Corporation

What Is School Radio Doing, or Planning To Do, About World Citizenship? Is it consciously being used

- (a) to counteract the personal aggressiveness which is the psychological basis, in the individual, of the urge to war?
- (b) to strengthen the individual's sense of responsibility towards the community to which he belongs?
- (c) to train in the younger generation an attitude which is free of narrow or aggressive nationalism?
- (d) to prepare the way for acceptance of international institutions capable of establishing and maintaining world order?
- (e) to develop a better understanding of the life, customs and habits of the peoples of other countries?

SATURDAY AFTERNOON

Participants

WILLIAM BEARUP, Overseas Representative in London, Australian Broadcasting Commission
FRANKLIN DUNHAM, Chief of Radio Service, United States Office of Education
BETTY THOMAS GIRLING, Station KUOM, University of Minnesota
MAJOR JAMES GRIMMAN, Director of Audio-Visual Aids, Ontario Department of Education
HAROLD KENT, Director, Chicago Radio Council—WBEZ
WILLIAM LEVENSON, Directing Supervisor of Radio, Cleveland Board of Education
JAMES MACANDREW, Coordinator of Programs, Station WNYE, New York City
RUTH WEIR MILLER, Radio Assistant, Philadelphia Public Schools
MARGARET CAREY TYLER, Supervisor, Ohio School of the Air, Station WOSU, Ohio State University

Professional Training for Radio (Program for Both Sessions)

2:00 p. m., Room 1440, Deshler

Chairman, ARMAND L. HUNTER, Chairman, Department of Radio, Northwestern University; and Director, Northwestern University-NBC Summer Institute

The Place and Need for Professional Training for Radio in Colleges and Universities

GERALD BARTELL, Production Manager, Station WHA, University of Wisconsin
KENNETH G. BARTLETT, Director, Radio Workshop, Syracuse University; and Chairman, FREC Committee on Standards for College Courses in Radio
LYMAN BRYSON, Director of Education, Columbia Broadcasting System
JOSEPH CALLAWAY, In Charge of Radio Education, Michigan State College
VIRGIL HICKS, Program Director, Station KTSM, El Paso
KARL KOERPER, Vice-President, Station KMBC, Kansas City, Missouri
JENNINGS PIERCE, Director of Public Service, Western Division, National Broadcasting Company
LUKE L. ROBERTS, Education Director, Station KOIN, Portland
JUDITH WALLER, Director of Public Service, Central Division, National Broadcasting Company
The REVEREND R. C. WILLIAMS, S.J., Creighton University, Omaha

SPECIAL SESSION

Origination of "Our Foreign Policy"

5:50-6:30 p. m., Ballroom, Deshler
(Doors Closed at 5:55 P. M.)

Members of the Institute are invited to attend the origination of the regular weekly series, *Our Foreign Policy*, broadcast over the National Broadcasting Company, 6:00-6:30 P. M., EST.
Presiding, JENNINGS PIERCE, Director of Public Service, Western Division, National Broadcasting Company

International Information Policies

Participants

BENJAMIN COHEN (Chile), Assistant Secretary-General In Charge of Information, U-N
STERLING FISHER, Assistant Public Service Counselor and Director of the United Nations Project, National Broadcasting Company
FRANCIS RUSSELL, Director, Office of Public Affairs, United States Department of State
WILLIAM T. STONE, Director, Office of International Information, United States Department of State

SATURDAY EVENING

SECTION MEETINGS

All Groups Meet at 8:00 p. m.

College Public Relations Broadcasting

Program Arranged by American College Publicity Association

8:00 p. m., Birch Room, Neil House

Chairman, ELMER G. SULZER, Director of Public Relations, University of Kentucky
On-Campus Relations through Radio Programs. KENNETH BARTLETT, Director, Radio Workshop, Syracuse University

Radio as a Medium for Educational Public Relations. ELMER G. SULZER

Public Relations through Scripts. HAROLD SCHELLENGER, Director of Public Relations, Ohio State University

Public Relations with Stations and Networks. WALDO ABBOT, Director of Broadcasting, University of Michigan

Possibilities of the Newer Radio Techniques (FM, Television and Facsimile). FRANK SCHOOLEY, Program Director, Station WILL, University of Illinois

The High School Radio Workshop

8:00 p. m., Garden Room, Neil House

Chairman, OLA B. HILLER, Director of Radio Education, Pontiac Public Schools
Topics

What Are the Purposes of a High School Radio Workshop?

What Should Be Taught in the Workshop?

What Are Some Major Workshop Problems?

What Are the Benefits To Be Derived from the Workshop by Student, School and Community?

Participants

DOROTHY BLACKWELL, Chairman, Committee on Radio Education, St. Louis Board of Education
MARGUERITE FLEMING, Director, Drama and Radio Workshop, South High School, Columbus
EDWIN F. HELMAN, Coordinator of Senior High School Broadcasting, Cleveland Board of Education

WILLIAM LADD, Chairman of Audio Aids, Seattle Public Schools

KATHLEEN LARDIE, Supervisor of Radio Education, Detroit Public Schools

MADELINE LONG, Radio Coordinator, Minneapolis Public Schools

OLIVE McHUGH, Chief of Radio Evaluation, Toledo Public Schools

NADINE E. MILLER, Director of Public Information Service, Kansas City, Missouri, Public Schools

RUTH WEIR MILLER, Radio Assistant, Philadelphia Public Schools

HAROLD H. ROWLEY, Director, Drama and Radio Workshop, Redford Union High School, Detroit

Broadcasting by Local Youth Organizations

8:00 p. m., Red Room, Neil House

Chairman, ELIZABETH M. McSTEA, Director, Department of Public Relations, Camp Fire Girls, Inc.

Topics

- How Can Radio Assist Youth Organizations in Realizing Their Objectives?
- How Are Youth Agencies Utilizing Radio as a Public Relations Technique or as a Publicity Tool?
- What Methods Are Used by Youth Agencies through Radio to Point Up Their Educational-Recreational Program?
- Can You Educate the Community to Encourage Youth Programs?
- What Production Assistance Can Youth Agencies Expect from Radio Stations?
- What Are Youth Agencies Doing to Meet the Standards of Radio Broadcasters?
- Are Youth Agencies Utilizing the Resources of the Community in Their Radio Programs?
- What Type of Youth Programs Has Been Most Successful at the Local Level?
- Is It Advantageous for Youth Organizations to Pool Their Resources Periodically by Conducting Joint Radio Programs?

Participants

DOROTHY GORDON, Moderator of Youth Forums, *The New York Times*, Discussion Leader
MEYER BASS, Director of Youth Service, National Jewish Welfare Board
L. R. BUCHER, Scout Executive, Boy Scouts of America, Columbus
JESSE BUTCHER, Director of Radio, United Service Organizations
CHARLOTTE DEMOREST, Secretary for Radio, Federation of Protestant Welfare Agencies
RUSSELL ELLIOT, Director of Public Relations, Young Men's Christian Association, Detroit
W. H. EWING, Program Supervisor, Station WOSU, Ohio State University
IRWIN JOHNSON, Director of Developmental Programs, Station WBNS, Columbus
FLORENCE JONES, Radio Consultant, Girl Scouts, Norwalk, Connecticut
MAX KARL, Director of Public Service, Station WTCN, Minneapolis
CATHERINE KLUMPH, Instructor in Radio Writing, Syracuse University
EVERETTE LANDE, Radio Instructor, Chicago Boys' Clubs
ELOISE WALTON, Public Relations Associate, Community Chests and Councils
DOROTHY M. YONTZ, Radio Chairman, Camp Fire Girls, Inc., Columbus

Radio and the Negro

8:00 p. m., Parlors H, I, J, Deshler

Chairman, ANNE M. COOKE, Howard University, Washington, D. C.

Topics

- Attitudes of Unions and Guilds toward Negroes in Radio
- Existing Programs Designed to Increase Democratic Attitudes and Behaviour
- Problems to be Faced in Effecting Similar Programs
- Radio Programs Which Do Not Encourage Good Intercultural Relations

Participants

GERTRUDE BRODERICK, Federal Radio Education Committee, United States Office of Education
OWEN DODSON, American Film Center, New York
ABRAM HILL, Director, American Negro Theater
B. A. JONES, Professor of Social Science, Talladega College
WALTER N. RIDLEY, President, American Teachers Association
WILLIAM H. TYMOUS, Secretary, Washington Veterans' Congress
SIDNEY WILLIAMS, Secretary, Cleveland Urban League

SATURDAY EVENING

Problems of Radio Production

Arranged by Radio Directors' Guild

8:00 p. m., Hall of Mirrors, Deshler

Chairman, ANTON M. LEADER, Vice-President, Radio Directors' Guild

Participants

R. VERLE JOHNSON, In Charge of Radio Production, Texas Forest Service

EARLE MCGILL, Free Lance Director, New York City

WILBUR B. STARK, Station WMCA, New York City; and Director, ALS Production

Public Health Broadcasts

8:00 p. m., Room 1540, Deshler

Chairman, DR. W. W. BAUER, Director, Bureau of Health Education, American Medical Association

Topics

When and Why Can Radio Be a Valuable Medium in Health Education?

Who Should Originate Health Education Broadcasts?

What Type of Program Is Most Effective?

Comparative Values of Live Programs and Transcriptions

Where and When Should Health Education Programs Be Spotted?

How Can Effectiveness Be Evaluated?

Participants

GERALD A. BARTELL, Production Director, Station WHA, University of Wisconsin

HOMER N. CALVER, Secretary, The Public Health Committee of the Paper Cup and Container Institute, New York

MARY P. CONNOLLY, Resident Lecturer, University of Michigan School of Public Health

DR. BRUNO GEBHARD, Director, Cleveland Health Museum

HARRIET H. HESTER, Free-Lance Writer, Chicago

ROBERT HUDSON, Associate Director of Education, Columbia Broadcasting System

ELLEN LOVELL, Director, Public Relations, National Tuberculosis Association

KENNETH R. MILLER, Director, Public Information Service, American Social Hygiene Association

DR. LON W. MORREY, Director, Bureau of Public Relations, American Dental Association

LUKE L. ROBERTS, Educational Director, Station KOIN, Portland

ROBERT SAUDEK, Director of Public Service, American Broadcasting Company

MURIEL F. STEWARD, Director of Health Education, Hennepin County Tuberculosis Association, Minneapolis

MRS. NATHAN STRAUS, Director of Educational Programs, Station WMCA, New York

JUDITH WALLER, Public Service Director, National Broadcasting Company, Chicago

DR. CARL A. WILZBACH, Health Commissioner, Cincinnati

DR. CLARK H. YEAGER, Chief, Medical Section, The Institute of Inter-American Affairs

SAVEL ZIMAND, Executive Director, New York City Cancer Committee

SATURDAY EVENING

Radio and Veteran Rehabilitation

8:00 p. m., Room 1440, Deshler

Chairman, ROBERT P. HELLER, Producer of *Assignment Home*, Columbia Broadcasting System

Participants

JOSEPH BRECHNER, Director of Radio, Veterans' Administration

LENARD KAUFMAN, Director of Public Relations, New York City Veterans' Service Center

TY KRUM, Producer, National Broadcasting Company

Women's Programs

Program Arranged by Association of Women Directors, NAB,
in Cooperation with Radio Service, USDA

8:00 p. m., Ballroom, Deshler

Chairman, ALMA KITCHELL, Station WJZ, New York; President, Association of Women Directors

Theme, Radio's Role on the Food Front

Speakers

CHESTER DAVIS, Organizing Chairman, Famine Emergency Committee; and President, Federal Reserve Bank, St. Louis

PAUL S. WILLIS, President, Grocery Manufacturers of America, Inc.

Panel Participants

MILDRED BAILEY, Vice-President, Association of Women Directors; and Director, *Food Is Fun*, Station WCOP, Boston

MARY I. BARBER, Kellogg Company, Battle Creek

BEULAH KARNEY, *What's Cookin'?*, Station WENR, Chicago

MARJORIE HUSTED, Director of Betty Crocker Program, General Mills, Inc., Minneapolis

JANE TIFFANY WAGNER, Director, *Home Is What You Make It*, NBC University of the Air, National Broadcasting Company

SUNDAY MORNING

Sunday, May 5

The entire Sunday schedule of the Institute has had to be arranged in terms of the current time situation because of network originations. Networks are operating on Eastern Daylight Saving Time, and local Columbus time is Eastern Standard.

Institute members should note that the work-study groups are scheduled at 9:00 A. M. promptly. Time for a sandwich and a cup of coffee is provided from approximately 11:30 until the noon session, which is scheduled at 11:55. The noon session should be over by 2:15 P. M., which allows time for late luncheon. Since the Institute dinner is set at 7:30 P. M., this schedule, though rugged, should not be too great a hardship for sturdy Institute members.

SUNDAY MORNING

WORK-STUDY GROUPS, Second Session

All Groups Meet from 9:00-11:30 a. m., unless otherwise noted

Agricultural Broadcasts

9:00 a. m., Junior Ballroom, Neil House

Chairman, JOHN C. BAKER, Chief of Radio Service, United States Department of Agriculture; *Secretary*, HERB PLAMBECK, President, National Association of Radio Farm Directors

Market Reports

JAMES CHAPMAN, Farm Program Director, Station WTAM, Cleveland
E. J. ROWELL, United States Department of Agriculture

Recording Equipment

DON LERCH, Farm Program Director, Station WEAJ, New York
JOHN McDONALD, Information Specialist, Farm Security Administration
CHRIS MACK, Farm Program Director, Station WNAX, Yankton
JOHN RYAN, Extension Editor, South Dakota State College
HAL TOTTEN, Farm Program Director, Station WGN, Chicago

Small Stations and Amateur Speakers

FLOYD E. CARLSON, Extension Forester, New York State College of Forestry, Syracuse
C. M. EAST, County Agent, New Albany, Indiana
DARWIN KINDLER, Manager, South-Central Rural Electric Cooperative, Lancaster, Ohio
J. O. MARTIN, Information Specialist, Farm Security Administration, Indianapolis

News and How To Do It

CHANNING COPE, Farm Program Director, Station WAGA, Atlanta
DICK HULL, Program Manager, Station WOI, Iowa State College
TED MANGNER, Farm Program Director, Station KMOX, St. Louis
HENRY SCHACHT, Farm Program Director, Station KPO, San Francisco

Radio Has Failed the Farmer

C. MAURICE WIETING, Special Assistant, National Council of Farmer Cooperatives, *Discussion Leader*

Children's Programs

9:00 a. m., Parlors A, B, C, Deshler

Chairman, JOSETTE FRANK, Educational Associate for Children's Books and Radio, Child Study Association of America

Topic, Local Programs—New and Experimental

Story Telling. HELEN STRAUS, Educational Director, Station WMCA, New York City
Youth Forums. DOROTHY GORDON, Moderator of Youth Forums, *The New York Times*
Teen-Age Programs. EUGENE KING, Station WOR, New York
Television. DOROTHY MCFADDEN, Junior Programs, Inc.
Recordings. GLORIA CHANDLER, Radio Consultant, Association of Junior Leagues of America, Inc.
University Workshop. BETTY GIRLING, Director, Minnesota School of the Air, Station KUOM, University of Minnesota
Junior Newscasts; Nature Programs; Music; Reading the Comics; Books Dramatized; In-School Programs. *Discussions to be announced*

Summary, DOROTHY LEWIS, Coordinator of Listener Activities, National Association of Broadcasters

SUNDAY MORNING

FM Radio and Education

9:00 a. m., Room 1337, Deshler

Chairman, WILLIAM B. LEVENSON, Directing Supervisor of Radio, Cleveland Board of Education

Recent Developments in FM Engineering. J. E. BROWN, Assistant Vice-President and Chief Engineer, Zenith Radio Corporation

So You Plan To Operate an FM Educational Station? JAMES F. MACANDREW, Coordinator of Programs, Station WNYE, Brooklyn

Comments by: GEORGE JENNINGS, Assistant Director, Chicago Radio Council—WBEZ

Wisconsin's Plan for a State-Wide Non-Commercial Network. H. B. McCARTY, Director, Station WHA, University of Wisconsin

Comments by: DAVID W. ZIMMERMAN, Supervisor of Social Studies, Maryland State Department of Education

Labor Enters FM Broadcasting. M. S. NOVIK, Radio Consultant, New York City

Comments by: ALLEN SAYLER, Radio Representative, United Automobile Workers-CIO, Detroit

The Proposed Rules and Regulations Governing Educational FM Stations. WALTER B. EMERY, Federal Communications Commission

Radio Journalism

Program Arranged by the Council on Radio Journalism

9:30 a. m., Garden Room, Neil House

Chairman, PAUL WHITE, Director of Public Affairs and News Broadcasts, Columbia Broadcasting System

What Is Good Radio Copy?

SEYMOUR BERKSON, General Manager, International News Service

PHIL NEWSOM, Radio Editor, United Press

WILLIAM B. RAY, News Director, Central Division, National Broadcasting Company

A. A. SCHECHTER, Vice-President in charge of Special Events and Publicity, Mutual Broadcasting System

The Junior Town Meeting

Program Arranged by the Junior Town Meeting League

9:00 a. m., Parlor J, Deshler

Co-Chairmen, HUGH LAUGHLIN, Teacher of Social Studies, University School, Ohio State University; and WATT LONG, Assistant Superintendent of Schools, Portland, Oregon

A continuation of the Saturday session (see pages 8 and 9 for detailed program)

SUNDAY MORNING

Music Broadcasts

9:00 a. m., Red Room, Neil House

Chairman, ERNEST LAPRADE, Director of Music Research, National Broadcasting Company

A New Approach to Music Appreciation. RUTH LIPPINCOTT, Producer, *Musical Fairy Tales*, Station WELD-FM, Columbus

An Experiment in Radio Music in a Teacher-Training Institution. GERTIE L. HANSON and JANE MILLER, Central State Teachers College, Stevens Point, Wisconsin

Music Education on a Public School Station. DOROTHY L. KLOCK, Director, All-City Radio Workshop, Station WNYE, New York City Board of Education

Musical Production Techniques. EDWIN L. DUNHAM, Producer, National Broadcasting Company

Music in Psychological Warfare. BURTON PAULU, Manager, Station KUOM, University of Minnesota

Broadcasting by National Organizations

9:00 a. m., Parlor H, Deshler

Chairman, INEZ B. KIMBALL, National Radio Director, Girl Scouts

What Are Your Gripes?—An Open Forum Discussion. MAX KARL, Director of Public Service, Station WTCN, Minneapolis, *Discussion Leader*

Radio Councils

9:00 a. m., Room 1540, Deshler

Chairman, ROBERT S. STEPHAN, Radio Editor, *Cleveland Plain Dealer*

Should Radio Councils Act as Independent Cooperative Units or Become a Part of the Professional Radio Picture?

VIRGINIA HAWK, Promotion Director, *University of Chicago Round Table*

MRS. WALTER V. MAGEE, Founder, Cleveland Radio Council; and President, Greater Cleveland Federation of Women's Clubs

UBERTO NEELY, President, Cincinnati Radio Council

FRANCES FARMER WILDER, Consultant on Daytime Programs, Columbia Broadcasting System

Discussion from the Floor

Religious Broadcasts

Program Arranged in Cooperation with the National Conference of Christians and Jews

9:00 a. m., Room 1212, Deshler

Chairman, RABBI MOSHE DAVIS, Program Editor, *The Eternal Light*, Jewish Theological Seminary of America

Theme, Goals and Purposes of Religious Broadcasting

SUNDAY MORNING

Review of the Year in Religious Radio, Highlighted by Transcribed Excerpts.

EVERETT C. PARKER, Director, Joint Radio Commission of Congregational-Christian, Methodist and Presbyterian U.S.A. Churches

Panel Participants

ELSIE DICK, Director of Religious Broadcasts, Mutual Broadcasting System

ELINOR INMAN, Director of Religious Broadcasts, Columbia Broadcasting System

WILLIAM SMITH, Acting Director of Radio, National Council of Catholic Men

ROSS SNYDER, Professor of Religious Education, Federated Theological Faculty, University of Chicago

Discussion

Professional Training for Radio

9:00 a. m., Room 1440, Deshler

Chairman, ARMAND L. HUNTER, Chairman, Department of Radio, Northwestern University; and Director, Northwestern University-NBC Summer Institute

A continuation of the Saturday session (see page 11 for detailed program)

SUNDAY AFTERNOON

GENERAL SESSION

Radio Faces the Future

11:50 a. m., Ballroom, Deshler

(Doors closed at 11:58 A. M.)

This session examines radio's responsibilities in the light of two challenges: the program report of the Federal Communications Commission and the implications of atomic energy. The first portion of the program, a broadcast of *The People's Platform*, opens up the questions raised by the FCC report, in preparation for a more complete discussion at the Annual Institute Dinner. The second portion of the session will include both a broadcast of the *University of Chicago Round Table* and a discussion of the implications of the material of this broadcast so far as broadcasting is concerned. This session also provides an opportunity for the audience to observe and compare, side by side, two outstanding network discussion programs.

A. Will Government Supervision Improve Radio Programs?

An Origination of *The People's Platform*—a Modified Radio Debate over the network of the Columbia Broadcasting System, 12:00-12:30 EST.

SYDNEY M. KAYE, Executive Vice-President and General Counsel, Broadcast Music Incorporated

CHARLES SIEPMANN, New York University, Author of *Radio's Second Chance*

LYMAN BRYSON, Director of Education, Columbia Broadcasting System, *Chairman*

SUNDAY AFTERNOON

B. The Implications for Radio of Atomic Energy

Program Arranged by Radio Office, University of Chicago

The Implications of Atomic Energy—A University of Chicago Round Table Discussion

The basic material for this session will be presented through an origination of the weekly *University of Chicago Round Table* program over the National Broadcasting Company. The broad implications of atomic energy will be discussed by three outstanding scientists. The actual broadcast will be from 12:30 to 1:00 P. M., EST.

REUBEN GUSTAVSON, Vice-President, University of Chicago

HAROLD UREY, Winner of the Nobel Prize, and Distinguished Service Professor of Chemistry, University of Chicago

JOYCE STEARNS, Dean of the Graduate School, Washington University

What Are the Implications for Radio?—A Panel Discussion

Participants

CLIFFORD J. DURR, Commissioner, Federal Communications Commission

CHARLES SIEPMANN, New York University, Author of *Radio's Second Chance*

KARL WYLER, Manager, Station KTSM, El Paso

Discussion from the Floor

SPECIAL SESSION

Television and Education

Program Arranged by Television Broadcasters' Association, Inc.

3:30-5:00 p. m., Hall of Mirrors, Deshler

Presiding, KENNETH BARTLETT, Acting Director, School of Adult Education, Syracuse University

Status and Prospects of Television

What Is Status of Television Today? RICHARD HUBBELL, Production Manager and Television Consultant, Crosley Corporation—WLW, Cincinnati

What About Programs? NORAN E. KERSTA, Manager, Television Department, National Broadcasting Company

What Are the Prospects for the Future? B. RAY CUMMINGS, Vice-President In Charge of Engineering, Farnsworth Television and Radio Corporation

What Does Television Mean to Education?—A Panel Discussion

LYMAN BRYSON, Director of Education, Columbia Broadcasting System

ROBERT CHILD, Stations WGY and WRGB, Schenectady

WILLIAM H. EWING, Program Supervisor, Station WOSU, Ohio State University

WALLACE S. MORELAND, Assistant to the President, Rutgers University

NATHAN M. RUDICH, Production Manager, Station WNYC, New York; and Chairman, Radio and Television Department, New School for Social Research

EDWARD STASHEFF, Director of Television, New York City Board of Education

Discussion from the Floor

SUNDAY EVENING

ANNUAL INSTITUTE DINNER

7:30 p. m., Ballroom, Deshler

(Reservations Close Sunday Noon, May 5)

Toastmaster, LYMAN BRYSON, Director of Education, Columbia Broadcasting System

By Popular Demand—A Return Engagement of

The Columbus Boy Choir School

HERBERT HUFFMAN, Musical Director

Public Service Responsibility of Broadcast Licensees—A Debate on the FCC Report

CLIFFORD J. DURR, Commissioner, Federal Communications Commission

SYDNEY M. KAYE, Rosenman, Goldmark, Colin and Kaye; and Executive Vice-President and General Counsel, Broadcast Music Incorporated

MONDAY MORNING

Monday, May 6

ROUND-TABLE DISCUSSIONS

All Groups Meet at 9:30 a. m.

Problems of Student Campus Stations

9:30 a. m., Birch Room, Neil House

Chairman, DAVID LINTON, Program Manager, Intercollegiate Broadcasting System

Topics

How Campus-Wired Radio Stations Operate

Special Interest Broadcasting to Students

Campus Confined Systems in Training Broadcasters

Exchange of Material Among Student Broadcasters

The Role of an Intercollegiate Association

National and International Possibilities in Cooperation with Other Educational Services

Participants

F. PAGE BOYER, Radio Department, Stephens College

BLANDINA A. FOSTER, Speech Department, Bethany College

R. R. LOWDERMILK, Acting Director, Educational Radio Service, United States Office of Education

ANN PIKE, Scriptwriter, Station WOSU, Ohio State University; former Program Director, Station WSRN, Swarthmore College

PAUL WAGNER, Assistant Professor of Journalism, Ohio University

JUDITH WALLER, Director of Public Service, Central Division, National Broadcasting Company

MONDAY MORNING

Radio Critics Talk to Program Directors!

9:30 a. m., Parlor H, Deshler

Chairman, ROBERT K. RICHARDS, Editorial Director, *Broadcasting Magazine*

Panel Participants

WILLIAM CLINE, Assistant Manager, Station WLS, Chicago

BETTY FORSLING, Radio Editor, *Newsweek Magazine*

THOMAS C. MCCRAY, Eastern Program Manager, National Broadcasting Company

ROBERT STEPHAN, Radio Editor, *Cleveland Plain Dealer*

What Services Can Foreign Information Centers Render to American Radio?

9:30 a. m., Room 1440, Deshler

Chairman, JOHN RENNIE, Director of Press and Radio, British Information Services

Panel Participants

JEAN CLOS, Production Manager, Station WHAS, Louisville

TED COTT, Program Manager, Station WNEW, New York City

EMORY ELLIS, Director of Radio, Netherlands Information Bureau

FRANK NIPP, Director of Radio, Chinese Ministry of Information

Radio and Adult Education

9:30 a. m., Parlor J, Deshler

Chairman, HERSCHEL NISONGER, Acting Director, Bureau of Special and Adult Education, Ohio State University

Panel Participants

P. H. FREDERICK CHAO, Representative, Chinese Association of Adult Education

HAROLD A. ENGEL, Assistant Director, Station WHA, University of Wisconsin

WILLIAM EWING, Program Supervisor, Station WOSU, Ohio State University

MRS. HOMER E. FRYE, Director, Columbus Town Meeting

KELSEY B. SWEATT, Superintendent of Public Education, Massachusetts Department of Education

Social Responsibility of Radio Public Relations

9:30 a. m., Room 1337, Deshler

Chairman, CHRISTOPHER CROSS, Liaison Officer, American Broadcasters and Radio Press Information Department, United Nations

Participants

WILLIAM J. BARLOW, Publicity Director, Station WLW, Cincinnati

GEORGE CRANDALL, Publicity Director, Columbia Broadcasting System

LEN DECAUX, Public Relations Director, CIO

SYDNEY EIGES, Publicity Director, National Broadcasting Company

MARK HAAS, Publicity Director, Station WJR, Detroit

DAVID HEFFERNAN, First Assistant Superintendent of Schools, Cook County, Illinois

JOHNNY JOHNSTONE, Radio Director, National Association of Manufacturers

E. M. KIRBY, Public Relations, National Association of Broadcasters

EARL MULLIN, Publicity Director, American Broadcasting Company

JIM O'BRYON, Publicity Director, Mutual Broadcasting System

JO RANSON, Publicity Director, Station WHN, New York City

SAM SEROTA, Educational Director, Station WIP, Philadelphia

MONDAY MORNING

Religious Broadcasts

Program Arranged in Cooperation with the National Conference
of Christians and Jews

9:30 a. m., Room 1540, Deshler

Chairman, RABBI MOSHE DAVIS, Program Editor, *The Eternal Light*, Jewish Theological Seminary of America

Report by Interim Committee for Religious Broadcasters' Association. WILLARD JOHNSON, Chairman of the Interim Committee; and Vice-President, National Conference of Christians and Jews

Discussion

Resolutions

Television Programming and Production

9:30 a. m., Hall of Mirrors, Deshler

Chairman, RICHARD HUBBELL, Production Manager and Television Consultant, The Crosley Corporation—WLW, Cincinnati

Panel Participants

NORAN E. KERSTA, Manager, Television Department, National Broadcasting Company

PAUL MOWREY, Manager of Television Department, American Broadcasting Company

NATHAN M. RUDICH, Production Manager, Station WNYC, New York; and Chairman, Radio and Television Department, New School for Social Research

IRWIN SHANE, Publisher, *Televiser Magazine*; and Executive Director, Television Workshop, New York

The Social Responsibility of Radio Writers

9:30 a. m., Parlors A, B, C, Deshler

Chairman, ELAINE CARRINGTON, *Carrington Playhouse*, *Pepper Young's Family*, etc.

Panel Participants

BEULAH KARNEY, Station WENR-ABC, Chicago

HELEN KENNEDY, Radio and Advertising Director, Kroger Grocery and Baking Company, Cincinnati

CATHERINE KLUMPH, Instructor in Radio Writing, Syracuse University

Mrs. KNOX REEVES, Vice-President, Knox Reeves Agency, Minneapolis

ROBERT J. SHAW, Author, *Mr. District Attorney*

FRANCES FARMER WILDER, Consultant on Daytime Programs, Columbia Broadcasting System

MONDAY AFTERNOON

GENERAL SESSION

Radio and Inter-Group Understanding: A Progress Report

2:00 p. m., Ballroom, Deshler

Presiding, I. KEITH TYLER, Director, Institute for Education by Radio

Presentation of the Problem. FRANK TRAGER, Assistant to the President, National Conference of Christians and Jews

What Radio Can Do: Some Tentative Solutions

Broadcasting Labor Programs. ROBERT E. KINTNER, Vice-President and Director, American Broadcasting Company

Participation of Negroes in Radio. LESTER B. GRANGER, Executive Secretary, National Urban League

What A Writer Can Do. ARCH OBOLER (by special transcription)

What an Independent Station Can Do. TED COTT, Program Manager, Station WNEW, New York City

Utilizing Specific Radio Series. JOHN D. SCHEUER, JR., Radio Director, Philadelphia Fellowship Commission; Production Manager, Station WFIL, Philadelphia

Utilizing Popular Dramatic Programs. EDWARD A. BYRON, Producer, *Mr. District Attorney*

Discussion

OTHER MEETINGS OF INTEREST

- Thursday, May 2, 10:00 A. M., Room 1440, Deshler
Executive Committee of the Association for Education by Radio
- Thursday, May 2, 12:00 noon, Room 218, Deshler
Luncheon of Board of Trustees, Junior Town Meeting League
ALLEN Y. KING, President, *In Charge*
- Friday, May 3, 10:00 A. M., Walnut Room, Neil House
All Day Business Meeting, National Association of Educational Broadcasters
FRANK E. SCHOOLEY, President, *In Charge*
- Friday, May 3, 10:00 A. M., Parlors A, B, C, Deshler
Membership meeting of the Association for Education by Radio
I. KEITH TYLER, President, *In Charge*
- Friday, May 3, 10:00 A. M., Room 1440, Deshler
All Day Business Meeting, National Association of Radio Farm Directors
HERB PLAMBECK, President, *In Charge*
- Friday, May 3, 12:00 noon, Red Room, Neil House
Luncheon and Business Meeting of Advisory Committee, Chicago School
Broadcast Conference
GEORGE JENNINGS, Chairman, SBC, *In Charge*
- Friday, May 3, 1:00 P. M., Parlor H, Deshler
Business Meeting of the Junior Town Meeting League
ALLEN Y. KING, President, *In Charge*
- Friday, May 3, 4:00 P. M., Room 216, Deshler
Business Meeting of Alpha Epsilon Rho
SHERMAN P. LAWTON, Executive Secretary, *In Charge*
- Friday, May 3, 5:30 P. M., Parlor J, Deshler
Business Meeting of the Council, Junior Town Meeting League
ALLEN Y. KING, President, *In Charge*
- Friday, May 3, 6:00 P. M., Southern Hotel
Dinner of Social Studies Association of Central Ohio. Price \$1.75
(Reservations limited)
Speaker: LYMAN BRYSON, Director of Education, Columbia Broadcasting System
HUGH LAUGHLIN, President, *In Charge*
- Friday, May 3, 6:00 P. M., Parlors A, B, C, Deshler
Dinner of the National Broadcasting Company
JUDITH WALLER, *In Charge*
- Friday, May 3, 6:00 P. M., University Club
Dinner of District Nine, Camp Fire Girls (Reservations Closed)
- Friday, May 3, 6:00 P. M., Room 218, Deshler
Dinner of Advisory Council, Institute for Democratic Education
HOWARD M. LESOURD, Director, *In Charge*

- Saturday, May 4, 8:00 A. M., Room 218, Deshler
Business Meeting of the Board of Trustees, Junior Town Meeting League
ALLEN Y. KING, President, *In Charge*
- Saturday, May 4, 12:00 noon, Hall of Mirrors, Deshler
Writer and Radio Open Luncheon, sponsored by Association of Women Directors,
NAB. Price \$2.50. (Reservations close, 11:00 A. M., Saturday. Tickets on sale
at special desk, Deshler lobby.)
Speaker: LISA SERGIO, Noted Lecturer and Broadcaster
Subject: Can Radio Keep Us Free?
- Saturday, May 4, 5:30 P. M., Parlors A, B, Deshler
Dinner of Mutual Broadcasting System
ELSIE DICK and DOROTHY KEMBLE, *In Charge*
- Saturday, May 4, 5:30 P. M., Grand Ballroom, Neil House
Dinner of Columbia Broadcasting System
ROBERT B. HUDSON, *In Charge*
- Saturday, May 4, 5:45 P. M., Junior Ballroom, Neil House
Dinner of American Broadcasting Company
ROBERT SAUDEK, *In Charge*
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NOTES

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities



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